

1 Report of the HDA Endorsement Program – 2021-H

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3 **Strategic Plan Goal #1 - Membership:** Recruit and Retain members by offering  
4 relevant membership value within an inclusive and engaging environment.

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7 The Endorsement Program met numerous times through the calendar year to discuss new  
8 endorsement opportunities introduced by membership and various service providers.

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10 This year HDA elected to co-endorse Office Depot and Compliancy Group through ADA  
11 Member Advantage.

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13 Two other companies approached HDA for endorsement and provide services:  
14 TDSC – dental supply company and Westpac Wealth Partners/Lincoln Financial Group -  
15 Multiple Employer 401(k) Program.

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17 The Endorsement Program met with above companies and reviewed their proposal and  
18 company information. After discussion, unanimous voting resulted in our  
19 recommendation to not endorse at this time. Regarding endorsement of a singular dental  
20 supply company, current EP members believe that it would result in the loss of  
21 sponsorship from other dental supply companies, which historically supported our  
22 association by hosting our events and purchasing floor space during our in-person  
23 conventions. Details of the Multiple Employer 401(k) proposal were beyond this current  
24 EP membership experience and expertise, so we had no recommendation – we leave it to  
25 the Board of Trustees to select more knowledgeable members to review and make  
26 recommendations.

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28 During the Strategic Plan Refresh session, a new goal name Organizational was created;  
29 one of the objectives is to develop opportunities to grow non dues revenue. Thanks to the  
30 work of previous administrations, endorsements like TDIC and CareCredit already exist  
31 and provide additional revenue annually. The age of COVID-19 and new restrictions on  
32 in-person meetings has only made creating new revenue sources more important as our  
33 traditional sources such as large dental meetings with vendors and continuing education  
34 become less frequent and more challenging to host.

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36 It has been an honor and a privilege to serve as Chair of the Endorsement Program, and I  
37 will be replaced next year by Dr. Scott Morita.

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40 Respectfully Submitted,

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43 Scott Kanamori, DDS  
44 Chair

46 **Recommendation of the HOD Reference Task Force on the Report of the HDA**  
47 **Endorsement Program:** The HOD Reference Task Force recommends the Report of the  
48 HDA Endorsement Program be accepted.

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50 **Action taken by the House:** The HDA HOD accepted the Report of the HDA  
51 Endorsement Program.

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54 **Resolution #2021-06:**

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56 **Background:** In 2022 the HDA Endorsement Program will continue to exercise sound  
57 fiscal management and requires appropriate funding to perform its responsibilities and  
58 recommends the adoption of the following resolution:

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60 **Resolved,** that the House of Delegates budget the sum of \$0 (income) and \$1,000.00  
61 (expense) for the conduct of the HDA Endorsement Program activities for 2022.

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63 **Recommendation of the HOD Reference Task Force on the HDA Endorsement**  
64 **Program Resolution #2021-06:** The HOD Reference Task Force recommends the  
65 Resolution #2021-06 be adopted.

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67 **Action taken by the House:** The HDA HOD adopted Resolution #2021-06.